

# CONSUMER RESPONSE UPDATE

July 2004: Issue N°29



Ontario Tourism  
Marketing Partnership  
Corporation  
Partenariat ontarien  
de marketing touristique

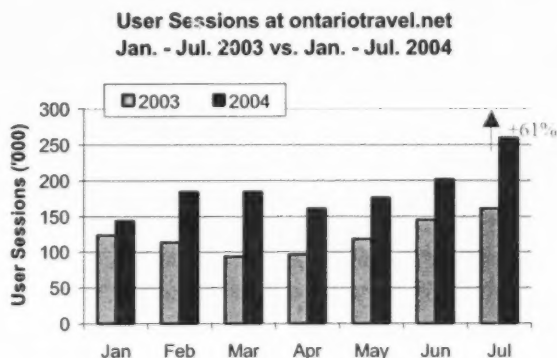
## HIGHLIGHTS

- User sessions at ontariotrail.net reached an unsurpassed level in July, rising 61% over July 2003!
- With three online contests running in July, consumer registrations grew by 24% over the same month a year ago!
- By the end of July, about 110,000 registered consumers have opted to receive e-marketing material from OTMPC, 62% of the total registrations with the consumer web site!
- Online publication downloads increased by 17% over July 2003. 35 publications were downloaded 73,595 times via ontariotrail.net!

## CONSUMER WEB SITE – www.ontariotrail.net

### User Sessions

- User sessions at ontariotrail.net reached 258,705 in July, an increase of 61% over July 2003. This was the highest number of user sessions recorded at the consumer web site since its launch in October 2002!



- In July, the following marketing activities encouraged consumers to visit ontariotrail.net:
- Three OTMPC online contests drove traffic to ontariotrail.net in July: the Summer contest and the "Do Toronto" contest ran successively in July and the Adventure contest ran through the whole month.
- OTMPC's "Do Toronto" Campaign launched two radio commercials and a 6-colour-2-page newspaper

banner in July, which targeted mainly near US market, promoting ontariotrail.net and 1-800-ONTARIO.

- The Summer Campaign had two e-mails deployed in July which directed consumers to ontariotrail.net.
- OTMPC's Angling Campaign's "Family Fishing Weekend", which promoted the consumer web site, launched on July 9. As a result, user sessions on July 9 reached 12,074, the second highest in July!
- OTMPC's AAA program had magazine ads in July-August issues of 'Michigan Living' & 'Going Places', as well as issues of 'Home & Away' (Wisconsin & Minnesota), called to action to ontariotrail.net.

## Consumer Registrations

- 5,872 consumers registered with ontariotrail.net in July, a growth of 24% over the same month in 2003.
- In July, three OTMPC online contests contributed to the increase of consumer registrations. In contrast, an online contest did not run in the same month a year ago.

## Online Contest registrations: July 2004

Contest	Contest Date	Registr'n in July
Summer	May 14 – Jul 9	888
Adventure	Feb 18 – Aug 1	1,530
Do Toronto	Jul 9 – Aug 25	1,487

- OTMPC's "Do Toronto" contest targeted mainly near US market. In July, almost half (44%) of the contest registrations were made by Americans.
- The majority of consumers who registered with ontariotrail.net in July were English speaking (93%), female (61%).
- Most registrations were made by Canadians (69%) and Americans (27%).

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Sources: EDS, FCB

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- As of July 31, 109,625 registered consumers have opted to receive e-marketing material from OTMPC.

## **PARTNERS WEB SITE - www.tourismpartners.com** **User Sessions**

- In July, 6,683 user sessions were recorded at the partners web site.
- The most downloaded publication via tourismpartners.com was OTMPC's Marketing Program 2004 – 2005 (798 downloads).

## **Registered Partners**

- By the end of July, 9679 industry partners have registered with tourismpartners.com

## **CALL CENTRE**

- Calls to the Call Centre totalled 55,298 in July, a drop of 10% over July 2003.
- In July, 82% of calls to the Call Centre were made by Canadians, and 12% were placed by Americans.
  - 78% of Canadian calls originated in Ontario.
  - 61% of American calls were from the Border States.

## **FULFILLMENT CENTRE**

- In July, 58,876 fulfillment pieces were requested by consumers across the world, an increase of 8% over the same month last year.
- OTMPC's Summer online ads ran through July to encourage consumers to order free guides/publications.
- Of fulfillments ordered in July, 80% were ordered from Canada, 18% from the US and 2% from overseas.
- In July, 13,192 fulfillment pieces were ordered via ontariotravel.net, 22% of all fulfillment pieces distributed in July.

## **Top 5 Fulfillment Requests: July 2004**

	<b>Fulfillment Pieces/Guides</b>	<b>Total</b>
1	Official Ontario Road Map 2003	12,062
2	Ontario Resource Guide 2004	8,307
3	Summer Experience Guide 2004	7,840
4	Summer/Fall Festivals & Events Guide 2004	7,719
5	Attractions Ontario 2004	4,282

## **ONLINE PUBLICATIONS**

- In July, 73,595 online publications were downloaded via ontariotravel.net, an increase of 17% over the same month a year ago.
- The most popular online publication in July was the Summer/Fall Festivals & Events Guide (19,124 downloads).

## **Top 5 Online Publications: July 2004**

	<b>Downloaded Files</b>	<b>Downloads</b>
1	Summer/Fall Festivals & Events Guide 2004	19,124
2	Ontario Resource Guide 2004	10,917
3	2004 Destination Nord (French)	10,530
4	Summer Experience Guide 2004	7,740
5	2004 Golf Ontario Style	7,113

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